

1. This is (name) from the research firm of Elmo Roper. We're doing a survey among cigarette smokers. Do you happen to smoke cigarettes?

Yes 9-1 (ASK 2)  
No or don't know 2 (SKIP TO 10)

2a. About how many cigarettes a day do you usually smoke?

6 or less 10-1 36-45 10-5  
7-15 2 46-55 6  
16-25 3 56 or more 7  
26-35 4 Don't know 8

b. What brand of cigarettes do you usually smoke? (Smoke? Marked on box over your name, accordingly)

**Non-filters**

Camel 1  
Chesterfield 2  
Herbert Tareyton (non-filter) 3  
Lucky Strike 4 (SKIP TO 4)  
Old Gold (non-filter) 5  
Pall Mall 6  
Philip Morris 7  
Other (non-filter) 8  
No regular brand 9

**Filters**

Herbert Tareyton (filter) 12-1  
Kent 2  
L & M 3  
Marlboro 4 (ASK 3)  
Old Gold (filter) 5  
Parliament 6  
Viceroy 7  
Winston 8  
Other (filter) 9  
Filter but no regular brand 0 (SKIP TO 4b)

3a. About how long have you been smoking (brand) regularly?

Less than 2 weeks 13-1  
2 weeks - 1 month 2  
1 - 2 1/2 months 3  
2 1/2 - 4 1/2 months 4  
4 1/2 months or more 5  
Don't know 6

b. What brand did you smoke most often before (brand)?

**Non-filters**

Camel 14-1  
Chesterfield 2  
Herbert Tareyton (non-filter) 3  
Lucky Strike 4  
Old Gold (non-filter) 5  
Pall Mall 6  
Philip Morris 7  
Other (non-filter) 8  
No regular brand 9

**Filters**

Herbert Tareyton (filter) 15-1  
Kent 2  
L & M 3  
Marlboro 4  
Old Gold (filter) 5  
Parliament 6  
Viceroy 7  
Winston 8  
Other (filter) 9  
None or don't know 0

3c. What other brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others?

Herbert Tareyton (filter) 16-1  
Kent 2  
L & M 3  
Marlboro 4  
Old Gold (filter) 5  
Parliament 6  
Viceroy 7  
Winston 8  
Other (filter) 9  
None or don't know 0

d. Why do you smoke (brand in 2b) -- now rather than some other filter brand?

(ASK 18-)  
Would be glad to tell you why I smoke (brand in 2b) 18-  
Don't know 18-Y

4a. Have you ever smoked any filter tip cigarettes?

Yes 19-1 (ASK b)

No 2  
Don't know 3 (SKIP TO 5)

b. What brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others?

Herbert Tareyton (filter) 20-1  
Kent 2  
L & M 3  
Marlboro 4  
Old Gold (filter) 5  
Parliament 6  
Viceroy 7  
Winston 8  
Other 9  
None or don't know 0

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5a. Can you think of any filter tip cigarettes on the market that are fairly new--ones that have been on the market less than a year? Any others?

Answers, respondents may be asked to provide names of brands and prices of brands.

a. (tab) none  
Herbert Tareyton 21-1  
Marlboro 2  
Old Gold 3  
Winston 4  
Other 5 (SKIP TO 6?)  
None or don't know 6 (SKIP TO 6)

b. How many (each brand named) filter cigarettes, if any, have you smoked? (RECORD ABOVE)

IF WINSTON MENTIONED (QUESTIONS 2b, 3b, 3c, 4b OR 5a) SKIP TO INSTRUCTION BEFORE QUESTION 7

IF WINSTON NOT MENTIONED AT ALL, ASK 6

6a. There's a new filter tip cigarette on the market called Winston. Have you heard of it by any chance?

Yes 26-1 (ASK b)  
No or don't know 2 (SKIP TO INSTRUCTION BEFORE 7)

b. Have you smoked any of them? (If "yes") About how many?

None at all 27-1  
Less than one pack 2  
1 to less than 3 packs 3  
3 to less than 6 packs 4  
6 or more packs 5  
Don't know 6

IF MARLBORO MENTIONED (QUESTIONS 2b, 3b, 3c, 4b OR 5a) SKIP TO 8

IF MARLBORO NOT MENTIONED AT ALL, ASK 7

7a. (A, Another) new filter cigarette on the market is the Marlboro filter tip. Have you heard of it by any chance?

Yes 28-1 (ASK b)  
No or don't know 2 (SKIP TO 10)

b. Have you smoked any of them? (If "yes") About how many?

None at all 29-1  
Less than one pack 2  
1 to less than 3 packs 3  
3 to less than 6 packs 4  
6 or more packs 5  
Don't know 6

8. To your knowledge, do these new Marlboros sell for more than Winstons or Viceroy's, the same, or less?

More expensive 30-1  
Same price 2  
Less 3  
Don't know 4

Less than one 1-2 3-5 or more Don't know  
at all pack packs packs packs  
(22-1) 2 3 4 5 6  
(23-1) 2 3 4 5 6  
(24-1) 2 3 4 5 6  
(25-1) 2 3 4 5 6

IF HAS TRIED MARLBORO BUT USUALLY SMOKES OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10

9. After trying Marlboros, why was it you didn't continue to smoke them as your regular brand?

1-31 (tab) none  
1-32 (tab) none  
1-33 (tab) none  
1-34 (tab) none  
1-35 (tab) none  
1-36 (tab) none  
1-37 (tab) none  
1-38 (tab) none  
1-39 (tab) none  
1-40 (tab) none  
1-41 (tab) none  
1-42 (tab) none  
1-43 (tab) none  
1-44 (tab) none  
1-45 (tab) none  
1-46 (tab) none  
1-47 (tab) none  
1-48 (tab) none  
1-49 (tab) none  
1-50 (tab) none  
1-51 (tab) none  
1-52 (tab) none  
1-53 (tab) none  
1-54 (tab) none  
1-55 (tab) none  
1-56 (tab) none  
1-57 (tab) none  
1-58 (tab) none  
1-59 (tab) none  
1-60 (tab) none  
1-61 (tab) none  
1-62 (tab) none  
1-63 (tab) none  
1-64 (tab) none  
1-65 (tab) none  
1-66 (tab) none  
1-67 (tab) none  
1-68 (tab) none  
1-69 (tab) none  
1-70 (tab) none  
1-71 (tab) none  
1-72 (tab) none  
1-73 (tab) none  
1-74 (tab) none  
1-75 (tab) none  
1-76 (tab) none  
1-77 (tab) none  
1-78 (tab) none  
1-79 (tab) none  
1-80 (tab) none  
1-81 (tab) none  
1-82 (tab) none  
1-83 (tab) none  
1-84 (tab) none  
1-85 (tab) none  
1-86 (tab) none  
1-87 (tab) none  
1-88 (tab) none  
1-89 (tab) none  
1-90 (tab) none  
1-91 (tab) none  
1-92 (tab) none  
1-93 (tab) none  
1-94 (tab) none  
1-95 (tab) none  
1-96 (tab) none  
1-97 (tab) none  
1-98 (tab) none  
1-99 (tab) none  
1-100 (tab) none

10a. Do you or any member of your family have a car?

Yes 33-1 (ASK b)  
No 2 (SKIP TO 11)

b. Did you buy it new or used? (Latest year model if has more than one)

New 34-1  
Used 2  
Don't know 3

11. What is the occupation of the head of the household?

35-1  
36-1  
(write in) 36-2

12. Now for tabulating purposes, I wonder if you would mind telling me whether you are over 35 or under 35?

35 or over 37-1  
Under 35 2  
Refused 3

NAME OF RESPONDENT

ADDRESS

PHONE

Sex

Male 38-1  
Female 2

INT. INITIALS

(write in) 38-2  
would please to read

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